Broadcasting Nov 26

Reaching over 117,000 readers every week

60th Year 1990

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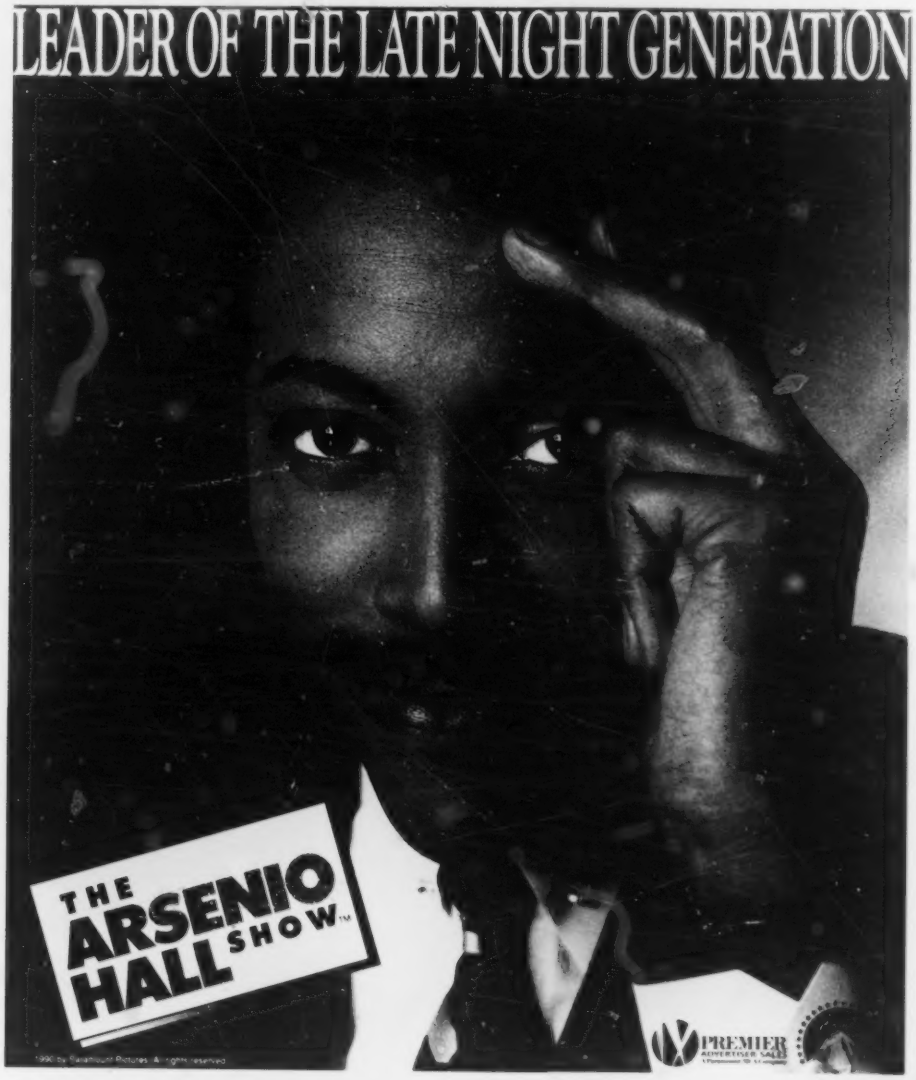
LEADER OF THE LATE NIGHT GENERATION



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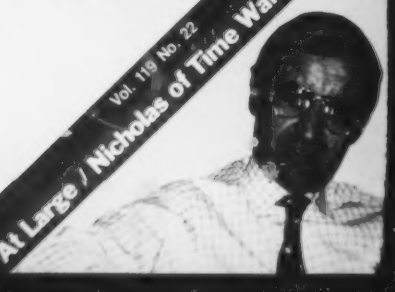


20814 MD
BETHESDA
4520 EAST-WEST HWY
CONGRESSNL INFO SRV
SRI ACQ
209145RI AT850I ZC2
*****5-01GIT 20814

THIS WEEK

27 / CABLE: ANAHEIM-BOUND AND OTHERWISE

The economy may be heading into a recession, but cable executives are confident the industry will not only weather the storm but prosper. The economy, in fact, may take a back seat to other issues confronting the industry as it heads to Anaheim, Calif., this week for the Western Cable Show.

29 / SHORTER RATIONS FOR CBS AFFILIATES

CBS sets a 20% across-the-board reduction in compensation to affiliate TV stations, effective Jan. 1, 1991. The short-term outcome: about $30 million added to CBS's bottom line, about $1 per share. Not all may take it lying down.

32 / WHAT'S SAUCE FOR THE GOOSE

Washington Journalism Review editor Bill Monroe calls on newspapers and magazine editorialists to support broadcasters' fight to gain full First Amendment freedoms. He warns that if the current governmental and public opinion trends continue, all news coverage could some day be government regulated.

32 / FYI

NBC is developing an "infotainment" block for the daytime that it hopes will be in place by the second quarter of 1991. The block, which will replace game shows and the soap *Generations*, will fill the 10 a.m. to 12:30 p.m. slot. It will be put in place in phases, starting Jan. 28, 1991, with the debut of a new news discussion program, *A Closer Look*, that will slip into the *Generations* spot.

Interview with Nick Nicholas (page 33)

33 / TIME WARNER'S BIG PICTURE

Time Warner Co-Chief Executive Officer Nick Nicholas Jr. spells out the media giant's plans to partner its way around the world in an "At Large" with BROADCASTING editors. Nicholas also touches on events in Washington this past year, and looks ahead to the opportunities for the company's various divisions.

41 / UP AND FLAT

Multiple system operators are reporting basic cable growth in the 4% to 5% range in 1990 and are budgeting for the same next year. Pay, meanwhile, has been flat this year and MSO's expect that to continue next year also.

45 / BUILDING BLOC

Eastern European broadcasters need media legislation both to firm up freedoms in newly democratized nations and to help foster a secure environment for hoped-for Western investment, agreed attendees at an international NATAS panel in New York last week.

46 / SYNDICATOR BEARISHNESS

With the apparent failure of just about all of the new adult first-run shows in syndication this season, fewer syndicators are proposing fewer new shows for the 1991-92 season.

50 / AFTER THE BOOM

Undeveloped radio stations are becoming scarce in many markets, and buyers are beginning to assess properties on much more than just a "vacant lot" basis. The result of this shift in priorities: traditional "stick values" may be one of the first casualties of the late-'80s hyperactive station trading boom.

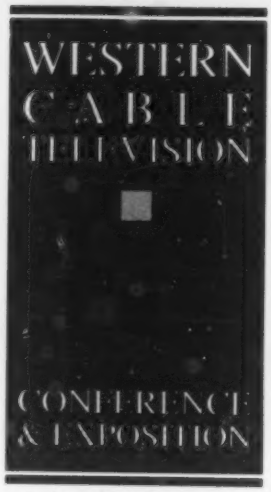
52 / NOT FOR AIRING

The U.S. Supreme Court refused to give CNN permission to air tapes of jail cell telephone conversations between deposed Panamanian dictator Manuel Noriega and his attorneys, despite efforts by prominent First Amendment lawyer Floyd Abrams on the network's behalf. Following its setback at the Supreme Court, CNN finally agreed to turn the controversial tapes over to a lower court.

53 / INDUSTRY AT A CROSSROADS

An upbeat Television Bureau of Advertising

convention helped broadcasters and the association put their problems temporarily behind them. Both face tough times ahead: For broadcasters, 1991 is expected to be a recession year and one group owner anticipated a 5% drop in advertising revenue. For TVB, membership declined this year, as did convention attendance when broadcasters found themselves short in the wallet. Said TVB President Jim Joyella, who has received good reviews from the industry during his first year in office: "If we can't strut our stuff in 1991, we better hang it up."



Anaheim-bound (page 27)

55 / LOW POWER BOOST

Low power television got a much needed boost at this year's Community Broadcasters Association convention at the Las Vegas Riviera Hotel with FCB/Telecom's establishment of "Silver Streak—For Prime Time People," a programing and marketing agreement with Channel America. The joint venture will target Channel America to an audience 50-years-old and over. The companies are not planning "geriatric programing," but believe they can reach "people who grew up with television most of their lives and who are dissatisfied with programing aimed at younger demos."

58 / FCC TO TAKE TELCO ACTION

FCC Chairman Alfred Sikes said the commission will develop a position on the issue of telco entry into cable. "It's time now to examine again the whole question, looking at it from a number of different standpoints," Sikes said, adding: "We expect people over here to think of additional ways to resolve the issue."

Floyd Abrams addresses CNN-Noriega tape controversy (page 52)

59 / TAKING STOCK OF AM PLANS

Comments filed by broadcasters on the FCC's set of proposed rules changes to improve AM service, were mostly positive. Some commentators were critical of the FCC's implementation plan for an AM expanded band. Not all agreed with the FCC's plan to authorize only existing stations for the expanded band and that preference should be given to existing stations causing the most interference on the conventional band.

60 / ABC'S NEW CONTROLS

ABC News engineers in New York are moving into TV-3, the division's new 2,000 square foot control complex scheduled for full-time use next month. The $4 million facility, which was completed three weeks ahead of schedule, was first used earlier this month for ABC's election night coverage.

62 / BIRDS FLY

GE Americom's Satcom C-1 and GTE Spacenet's GSTAR IV were successfully launched last week aboard a single Ariane rocket. The two satellites are an integral part of the operators' business plans for the early 1990's.

80 / CBS MOVIE PACKAGE

CBS and Britain's Granada TV will co-produce up to six TV movies to air on the network in the next three years, following a deal signed last week. The deal is the latest overseas agreement for CBS, which already has a comedy development pact with the BBC and a news collaboration with Tokyo Broadcasting.

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RATINGS ROUNDUP

Although it was a close race, NBC once again found itself on top of the prime time ratings heap for the week ended Nov. 18, when it narrowly beat ABC with an average 13.4 rating and 22 share. ABC was right behind with an average 13.3/22. CBS took up the rear with an 11.9/20. Fox averaged a 6.9/11.

It was NBC's seventh weekly win in the nine-week-old season. Among the highlights were strong performances by two made-for-TV movies. Part two of *The Big One* on NBC was third-ranked overall with a 19.5/30. Part one of *Stephen King's It*, on ABC, was fifth-ranked overall with an 18.5/29.

Week 9 **Nov. 12–Nov. 18**

1st column tells rank, 2nd column tells position compared to last week; ▼-Down in rank from last week, ▲-Up in rank from last week, ■-Premiere broadcast. 3rd column tells rating, 4th column tells network, 5th column tells show.

1	23.0/35	N	Cheers
2	22.2/34	C	60 Minutes
3 ▲	19.5/30	N	Movie: Big One, Pt. 2
4 ▼	18.8/29	N	A Different World
5	18.5/29	A	Movie: IT
6	18.4/32	A	Barbara Walters special
7 ▼	18.2/32	N	Empty Nest
8 ▼	18.0/27	A	Roseanne
9 ▲	17.9/26	A	Funniest People
10 ▲	17.7/28	N	Cosby Show
11 ▼	17.6/26	C	Murder, She Wrote
12 ▼	17.3/31	N	Golden Girls
13 ▼	17.0/25	C	Designing Women
14 ▼	16.9/25	A	Funniest Videos
14 ▼	16.9/24	C	Murphy Brown
16 ▼	16.5/26	N	Unsolved Mysteries
17 ▼	16.4/29	A	Full House
17 ▲	16.4/26	N	Matlock
19 ▲	16.3/27	A	The Wonder Years
20 ▲	16.2/25	A	Doogie Howser, M.D.
21 ▲	16.0/25	A	Growing Pains
22 ▲	15.9/24	N	Heat of the Night
23 ▼	15.8/27	A	Monday Night Football
24	15.5/25	N	Grand
24 ▼	15.5/27	N	L.A. Law
24 ▼	15.5/23	C	Major Dad
27 ▼	15.3/27	A	Family Matters
28	14.9/24	A	Who's the Boss
29 ▲	14.7/22	N	Fresh Prince
30 ▲	14.6/28	N	Carol & Co.
30 ▼	14.6/22	A	Coach
30 ▼	14.6/22	A	Head of the Class
30 ▲	14.6/25	C	Knots Landing
34 ▲	14.5/23	A	Married People
35 ▼	14.3/23	F	The Simpsons
36	14.0/23	C	Movie: Uncle Buck
37 ▲	13.7/21	C	Rescue: 911
38 ▼	13.4/22	C	Movie: Moonstruck'
38	13.4/22	C	Honeymooners special
40 ▼	13.3/24	A	Perfect Strangers
41	13.0/23	N	Law and Order
41 ▼	13.0/25	A	20/20
43 ▼	12.8/20	C	Jake and the Fatman
43 ▲	12.8/19	F	Married...With Children
45 ▼	12.7/20	N	Movie: Flight 1501
46 ▼	12.0/19	A	Macgyver
46 ▼	12.0/18	C	Uncle Buck
48 ▲	11.7/17	N	Ferris Bueller
49 ▼	11.6/21	A	Going Places
49 ▼	11.6/20	N	Hunter
51 ▼	11.3/17	F	In Living Color
52 ▼	11.2/18	N	Dear John
53	10.9/20	N	Amen special
53 ▼	10.9/17	A	Father Dowling
55 ▼	10.0/20	C	Dallas
56	10.1/18	A	thirtysomething
57 ▲	9.8/17	N	Night Court
58	9.7/18	N	Fresh Prince special
58	9.7/15	A	Gabriel's Fire
60	9.4/15	C	Flash
60 ▼	9.4/15	A	Life Goes On
62 ▲	9.1/15	C	Doctor, Doctor
62 ▼	9.1/16	C	Over my Dead Body
64 ▼	8.9/14	N	Fanelli Boys
64 ▲	8.9/13	F	Get a Life
66 ▼	8.8/16	A	Young Riders
67 ▼	8.5/15	A	Primetime Live
68	8.4/13	C	Top Cops
69	8.2/15	C	Prime Time Pets
69 ▼	8.2/16	C	Twin Peaks
71 ▼	8.1/13	C	48 Hours
71	8.1/15	N	Wings
73 ▼	7.9/14	C	Bagdad Cafe
74 ▼	7.8/14	N	Quantum Leap
75	7.6/12	F	Parker Lewis
76 ▲	7.3/11	F	Good Grief
77 ▼	7.2/14	N	Midnight Caller
78 ▲	7.1/13	F	America's Most Wanted
79 ▼	7.0/12	C	WIOU
80 ▼	6.9/12	F	Cops
81	6.8/10	N	Movie: Polly
82	6.7/12	C	Uncle Buck
83 ▼	6.6/12	C	Family Man
84 ▲	6.4/10	F	Parker Lewis
85 ▼	6.2/11	A	China Beach
86 ▼	5.8/11	C	Wiseguy
87 ▲	5.7/9	F	True Colors
87	5.7/9	F	Stunt specials
89	5.6/10	C	Candid Camera special
90	5.2/9	F	Cops special
91	5.1/8	F	Beverly Hills 90210
92 ▼	5.0/9	F	Totally Hidden Video
93 ▼	4.9/9	C	Hogan Family
94 ▼	4.1/7	F	American Chronicles
95 ▼	2.9/5	F	Against the Law

FREEZE FRAMES: Syndication Scorecard *

Week ended Nov. 11

Rank	Program (Syndicator)	Rtg	Stns	Covg
1	Wheel of Fortune, syn. (King World)	14.4	220	98
2	Jeopardy! (King World)	12.8	216	98
3	Star Trek: Next Generation (Paramount)	12.0	235	97
4	Oprah Winfrey (King World)	9.0	223	99
5	Cosby Show (Viacom)	9.0	206	98
6	Current Affair (20th Century Fox TV)	8.7	191	95
6	Entertainment Tonight (Paramount)	8.7	176	94
8	Wheel of Fortune, wknd. (King World)	7.6	183	84
9	Warner Bros. Volume 28	6.5	135	91
10	Donahue (Multimedia)	6.1	230	98
10	Inside Edition (King World)	6.1	129	80
12	Star Search (TPE)	5.7	168	95
13	Disorder in Court (All American TV)	5.4	164	91
14	21 Jump Street, syn (Cannell Dist.)	5.3	130	92
15	Tale Spin (Buena Vista)	5.0	170	96

* Nielsen weekly pocketpiece

Source: Nielsen and Broadcasting's own research.

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CHANGING HANDS

This week's tabulation of station and system sales ($250,000 and above)

KDSM-TV Des Moines, Iowa ■ Sold by Duchossois Communications Co. to Red River Television Partners for $13.6 million cash at closing. Price includes five year noncompete covenant. **Seller** is headed by Rolland Johnson and has interests in KQPT(FM) Sacramento, Calif., WHFS(FM) Annapolis, Md., and KJYK(AM)-KKLD(FM) Tucson, Ariz. **Buyer** is headed by Barry Baker and Larry D. Marcus, and has interests in KDNL-TV and KSTZ(FM), both St. Louis, and KABB-TV San Antonio, Tex. KDSM is Fox affiliate on ch. 17, with 3020 kw visual, 311 kw aural and antenna 1,516 feet above average terrain.

KOKH-TV Oklahoma City ■ Sold by Busse Broadcasting Corp to KOKH Acquisition Corp. for $7 million cash at closing. **Seller** is headed by Lawrence A. Busse, James C. Ryan and Oscar David, and has interests in WEMU-TV Eau Claire, Wis.; WWMT(TV) Kalamazoo, Mich.; KOLN(TV) Lincoln and KGIN(TV) Grand Island, both Nebraska. **Buyer** is headed by George N. Gillett Jr., David Ramon and Stephen D. Spears. Gillett owns 100% of GNG Corp. and Gillett Holdings Inc. GNG Corp. owns 100% of outstanding class A stock of SCI Television Inc. which owns licensees WAGA-TV Atlanta; WSBK-TV Boston; KNSD(TV) San Diego and TV translator K62AK La Jolla, both California; WJW-TV Cleveland; WJBK-TV Detroit, and WITI-TV Milwaukee. KOKH-TV is independent on ch. 25 with 1,410 kw visual, 141 kw aural and antenna 1,540 feet above average terrain.

KRLN-AM-FM Canon City, Colo. ■ Sold by Warner Stations to Lowrey Communications for $900,000 cash at closing. **Seller** is headed by Norton Warner and has interests in KSTR(AM) Grand Junction and KSTR(FM) Montrose, both Colorado; KABI(AM)-KSAJ(FM) Abilene, Kan., and KLIN(AM)-KEZG(FM) Lincoln, Neb. **Buyer** is headed by Paul E. Lowery. KRLN(AM) is fulltimer with MOR format on 1400 khz with 1 kw. KRLN-FM has country format on 103.9 mhz with 3 kw and antenna 520 feet below average terrain. *Broker: Jorgenson, Chapin & Co.*

WCDS(AM)-WOVO(FM) Glasgow, Ky. ■ Sold by WCDS Broadcasting Inc./WOVO Broadcasting Inc. to Ward Communications Corp. for $575,000. Price includes $75,000 cash at closing, $363,800 assumption of seller's outstanding obligation and $136,200 10-year promissory note at 10%. **Seller** is headed by John M. Barrick and has no other broadcast interests. **Buyer** is headed by Mark Ward and Dianne Ward, and has no other broadcast interests. WCDS has country format on 1440 khz with 5 kw day. WOVO has top 40 format on 105.5 mhz with 1 kw and antenna 480 feet above average terrain.

PROPOSED STATION TRADES

By volume and number of sales

Last Week:

AM's □ **$235,000** □ **2**
FM's □ **$137,040** □ **4**
AM-FM's □ **$1,535,000** □ **3**
TV's □ **$20,600,000** □ **2**
Total □ **$22,507,040** □ **11**

Year to Date:

AM's □ **$94,828,905** □ **349**
FM's □ **$462,567,261** □ **225**
AM-FM's □ **$350,525,227** □ **202**
TV's □ **$819,676,900** □ **85**
Total □ **$1,727,598,293** □ **761**

For 1989 total see Feb. 5, 1990 BROADCASTING.

HERITAGE-POP DEAL COMPLETE

Heritage Media Corp. of Dallas has completed its acquisition of POP Radio Corp., an in-store radio network, with the purchase of roughly 1.85 million shares of POP for about $39 million. The merger agreement that was signed last April had the shares selling for $20.50, but the Aug. 1 closing was "delayed because POP didn't meet the conditions to close; there was a provision in the agreement increasing the price if it didn't close by a particular date," said Jeff Curtiss, Heritage chief financial officer. The remaining shares of POP, now a wholly owned subsidiary of Heritage, sold for $21.10. Heritage had previously "owned about 78% of [POP] on a primary basis before [the deal] closed, but there were a bunch of warrant holders and stock option people that had to be cashed out," said Curtiss. Heritage, headed by James M. Hoak Jr., owns six AM's, five FM's and seven TV's.

licensee of KACO(AM) Bellville, TX. Buyer is headed by Fred Hannel, and has no other broadcast interests. Filed Oct. 30.

■ **WXKI(FM) Salem, WV** (BAPH901019GI; 105.7 mhz; 3 kw; ant. 581 ft.)—Seeks assignment of license from Salem Broadcasters to Hilber Corp. for $72,000. Seller is headed by Richard L. and Betty Lou Frame, and Donald L. and Judy V. Mills. The Mills have interests in WBES-FM Dunbar, WV. Buyer is headed by Robert G. Steinhilber and Sally L. Steinhilber, and is licensee of WOBG(AM) Clarksburg, WV. WXKI recently changed its call letters to WOBG(FM). Filed Oct. 19.

■ **WPLY(AM) Plymouth, WI** (BAL901102EA; 1420 khz; 500 w-D)—Seeks assignment of license from WPLY Inc. to Jubilation Ministries Inc. for $185,000. Seller is headed by Tim Achteroff, Frances Sova, Harvey Sedeau, Lillian Boonstra and Dalton Hille, and has interests in Greater Muskegon Broadcasters Inc., licensee of WMUS-AM-FM Muskegon, MI, and Petosky Broadcasting Co., licensee of WJML-AM-FM Petosky, MI. Buyer is headed by William G. Kraemer, William B. Horsch and Henry Warner. Filed Nov. 2.

Actions

■ **WYOC(FM) High Springs, FL** (BALH900911GZ; 104.9 mhz; 1.6 kw; ant. 450 ft.)—Granted app. of assignment of license from Country Broadcasting Co. Inc., to Santa Fe Wireless Inc. for $800,000. Seller is owned by Baxter Forrester and has no other broadcast interests. Buyer is owned by Tom Kenney and Beth Kenney, and has no other broadcast interests. Action Nov. 5.

■ **WFFG(AM) Marathon, FL** (BAL900917HH; 1300 khz; 2.5 kw-U)—Granted app. of assignment of license from Marathon Wireless Communications, Inc. to The Great Marathon Radio Co. for $750,000. Sale includes WMUM(FM), Marathon. Seller is headed by John F. Thacker, June I. Thacker, and William G. Evans. Buyer is headed by Joseph P. Nascone and Jason W. Nascone. Action Nov. 5.

■ **WMUM(FM) Marathon, FL** (BAPLH900917HI; 94.3 mhz; 3 kw; ant. 160 ft.)—Granted app. of assignment of license from Breeze 94 Inc. to The Great Marathon Radio Co. for $750,000. Sale includes WFFG(AM) Marathon, FL. Seller is headed by John F. Thacker and June I. Thacker. Buyer is headed by Joseph P. Nascone and Jason W. Nascone. Action Nov. 5.

■ **WDPC(AM) Dallas, GA** (BAL900913EB; 1500 khz; 1 kw-D)—Granted app. of assignment of license from Carden Communications Inc. to Worthy Communications Inc. for $65,000. Seller is headed by Paul F. Carden and Mary Lee Carden, and has no other broadcast interests. Buyer is headed by Jerry L. Worthy, Mary J. Worthy, Shirley White and Jerry L. Worthy Jr., and has no other broadcast interests. Action Nov. 8.

■ **WOPA(AM) Chicago** (BTC900323EA; 1200 khz; 10 kw-D, 2.5 kw-N)—Dismissed app. of assignment of license from C.O.Cid Broadcasting Inc. to AXIOS Inc. for $6,400,000.Seller is headed by TKTKTK. Action Nov. 5.

■ **KJSK(AM)-KLIR(FM) Columbus, NE** (AM: BTC900907EA; 900 khz; 1 kw-D, 66 w-N; FM: BTCH900907EB; 101.1 mhz; 100 kw; ant. 760 ft.)—Granted app. of assignment of license from KJSK Inc., to Roger P. Anderson for $101,500. Seller is headed by George B. and Florence L. Anderson. Buyer has interest in KRKS(AM) Denver, and KJSK(AM)-KLIR(FM) Columbus, OH. Action Nov. 8.

■ **KYNF(FM) South Sioux City, NE** (BAPH900403GT; 107.1 mhz; 3 kw; ant. 328 ft.)—Granted app. of assignment of license from Larry S. Magnuson to Michael Ventura for no financial consideration. Seller has interest in KSCJ(AM) Sioux City, IA, and KQHU(FM) Yankton, SD. Buyer has no other broadcast interests. Action Nov. 7.

■ **KOH(AM)-KSXY(FM) Reno, NV** (AM: BAL900824EE; 630 khz; 5 kw-D, 1 kw-N; FM: BALH900824EF; 101.7 mhz; 1.3 kw; ant. 426 ft.)—Granted app. of assignment of license from Modern Broadcasting Corp. to Lobster Communications Corp. for $2 million ("Changing Hands," Sept. 10). Seller is headed by Sidney and Vera Stern, husband and wife, and has no other broadcast interests. Buyer is headed by W. Richard Green, Donna M. Crosson, William E. Boeing Jr. and Douglas D. Kahle, and has no other broadcast interests. Action Nov. 7.

■ **WJYY(FM) Concord, NH** (BTCH900907GG; 105.5 mhz; 1.72 kw; ant. 430 ft.)—Granted app. of assignment of license from Empire Radio Partners to Empire Radio Partners for $10 (see WGY[AM]-[FM] below).

■ **WRCI(FM) Hillsboro, NH** (BTCH900907GH; 107.7 mhz; 3 kw; ant. -276 ft.)—Granted app. of assignment of license from Empire Radio Partners to Empire Radio Partners for $10 (see WGY[AM]-[FM] below).

■ **WGY(AM)-(FM) Schenectady, NY** (AM: BTC900907GE; 810 khz; 50 kw-U; FM: BTCH900907GF; 99.5 mhz; 14.5 kw; ant. 925 ft.)—Granted app. of assignment of license from Empire Radio Partners to Empire Radio Partners for $10. Deal constitutes a transfer of general partners within parent company. Seller is headed by Dennis R. Israel. Buyer is headed by Guyon W. Turner, R. Andrew Brothers and Chloe W. Brothers, husband and wife, and Gilbert Hoban. Chloe W. Brothers has interests in Hurst Hill Holdings Ltd., Empire Radio Partners Ltd., and Empire State Radio Inc., licensee of WIPS(AM) Ticonderoga, NY. Turner has interests in Wolf Media Management Group Inc., Wolf Media Management Ltd., licensee of WDBD-TV Jackson, MS; K Broadcast Properties Ltd.; F-B Communications Inc., licensee of WGER-FM Saginaw, MI.; WOLF-TV Associates Ltd., Scranton TV Partners Ltd., licensee of WOLF-TV Scranton, PA; and WWLF-TV Hazelton, PA. Action Oct. 31.

■ **WNHW(FM) Nags Head, NC** (BTCH900904HT; 92.3 mhz; 3 kw; ant. 220 ft.)—Granted app. of assignment of license from Ronald K. Bennett to Kenneth L. Mann for $3,000. Sale is between principals of Coastal Communications Inc., licensee of WNHW(FM). Seller has no other broadcast interests. Buyer has interest in Kill Devill Hills Communications Ltd., applicant for new FM station at Kill Devill Hills, NC. Action Nov. 1.

■ **WFBG-AM-FM Altoona, PA** (AM:

SUMMARY OF BROADCASTING & CABLE

BROADCASTING

SERVICE	ON AIR	CP's [1]	TOTAL *
Commercial AM	4,978	246	5,224
Commercial FM	4,357	906	5,263
Educational FM	1,435	296	1,731
Total Radio	10,770	1,448	12,218
Commercial VHF TV	552	18	570
Commercial UHF TV	560	184	744
Educational VHF TV	125	3	128
Educational UHF TV	228	18	246
■ Total TV	1,465	223	1,688
VHF LPTV	179	165	344
UHF LPTV	578	1,074	1,652
■ Total LPTV	757	1,239	1,996
FM translators	1,847	302	2,149
VHF translators	2,731	114	2,845
UHF translators	2,239	400	2,639

CABLE

Total subscribers	53,900,000
Homes passed	71,300,000
Total systems	10,823
Household penetration†	58.6%
Pay cable penetration	29.2%

* Includes off-air licenses. † Penetration percentages are of TV household universe of 92.1 million. [1] Construction permit. [2] Instructional TV fixed service. [3] Studio-transmitter link. Source: Nielsen and Broadcasting's own research.